

May 24, 2021

## GRANITE STATERS' SHORT-TERM ECONOMIC OUTLOOK IMPROVES, BUT LONG-TERM FEARS REMAIN

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DURHAM, NH - After falling to record lows in February, consumer confidence has rebounded in New Hampshire. More than half of Granite Staters anticipate the state economy will recover to pre-pandemic levels within a year and residents are more likely to foresee good times for the state and national economies in the next twelve months. However, state residents remain pessimistic about the long-term outlook of the economy.

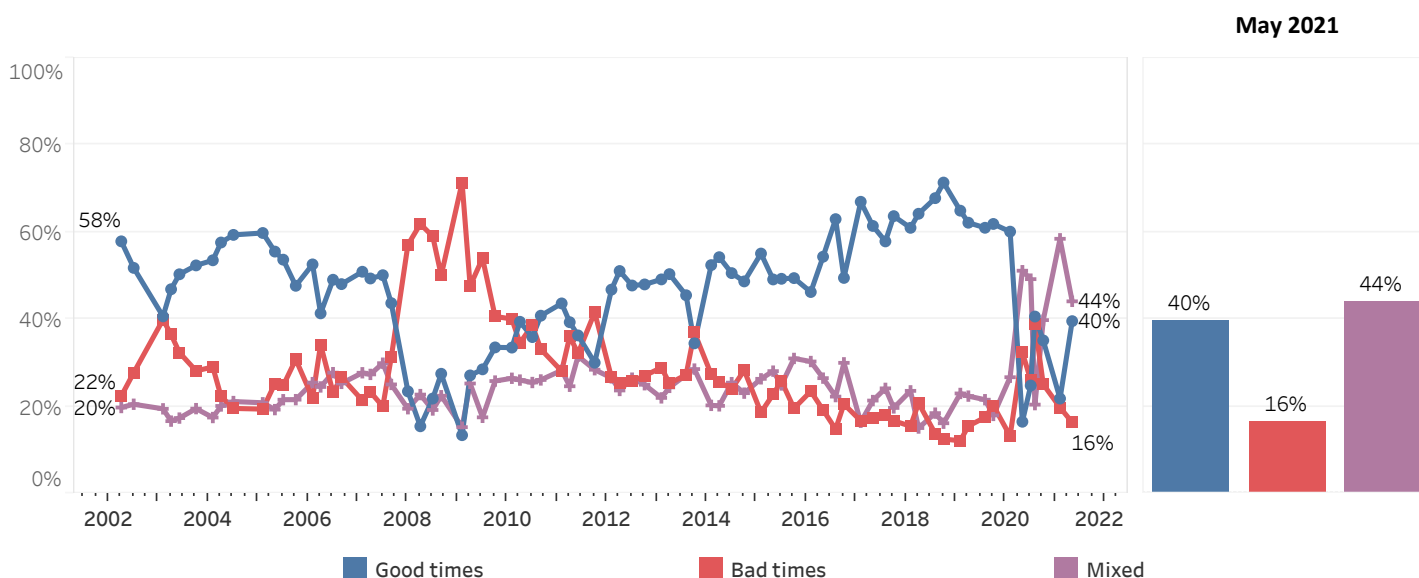
These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence\*, conducted by the University of New Hampshire Survey Center. One thousand eight hundred and twenty-four (1,824) Granite State Panel members completed the survey online between May 13 and May 17, 2021. The margin of sampling error for the survey is +/- 2.3 percent. Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and 2020 election results in NH. Granite State Panel members are recruited from randomly-selected landline and cell phone numbers across New Hampshire and surveys are sent periodically to panel members.

### N.H. Business Conditions

COVID-19 restrictions have been loosened in New Hampshire and many believe this will lead to increased economic gains in the coming year. When asked how they expect New Hampshire businesses will do in the upcoming year, 40% of Granite Staters think state businesses will enjoy good times financially, 16% think they will experience bad times, and 44% anticipate mixed conditions. The percentage of New Hampshire residents who expect good economic times (40%) has nearly doubled since February (22%).

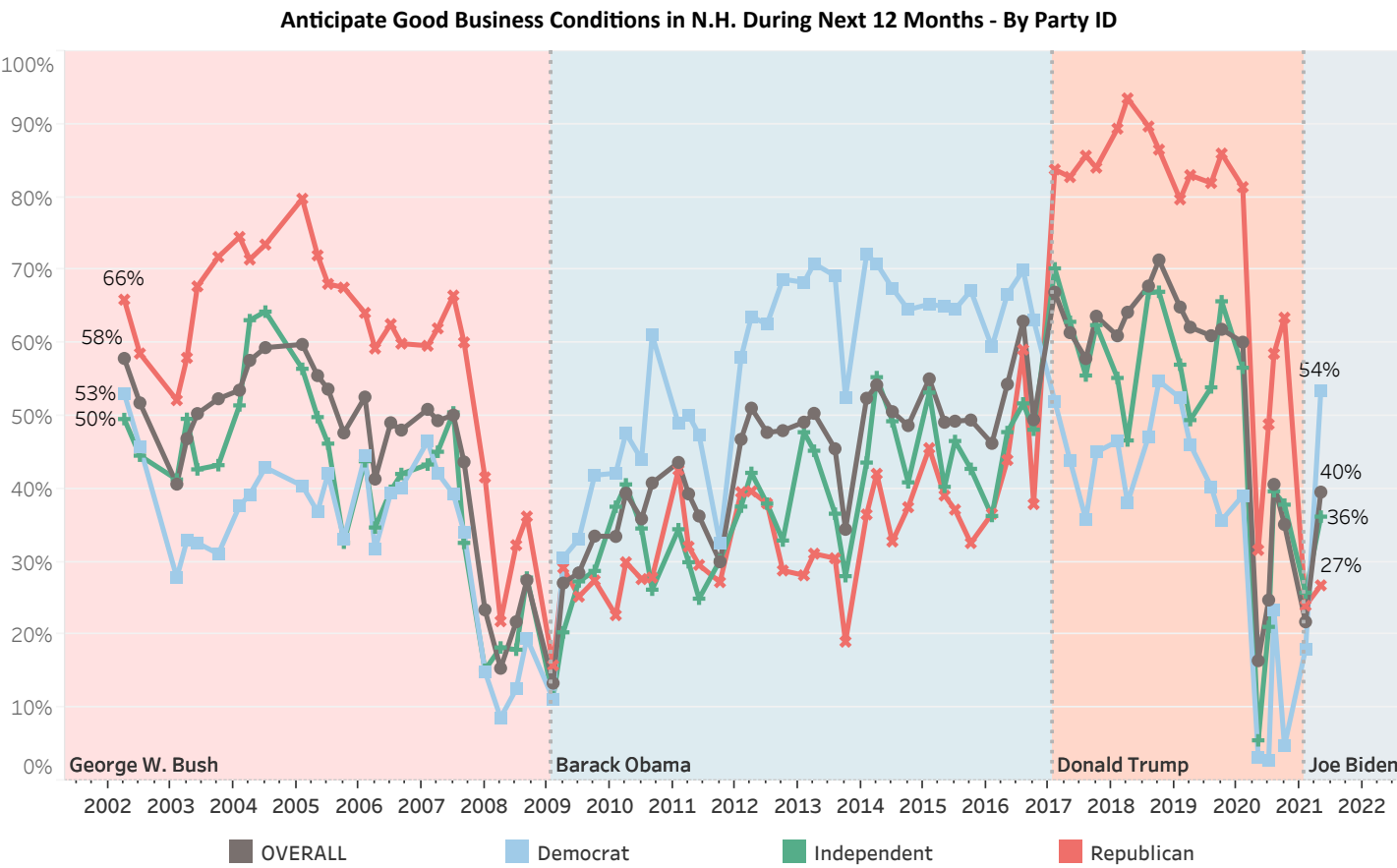
"It's encouraging to see 40% of respondents think New Hampshire businesses will do well in the next 12 months, nearly twice the amount that felt this way in the last survey just three months ago," said Jim Roche, president of BIA, New Hampshire's leading business advocacy group. "We expect consumer confidence to grow in coming weeks as the state continues recovering from the ill effects of the COVID-19 pandemic. The worst, we hope, is over!"

### Business Conditions in New Hampshire During Next 12 Months



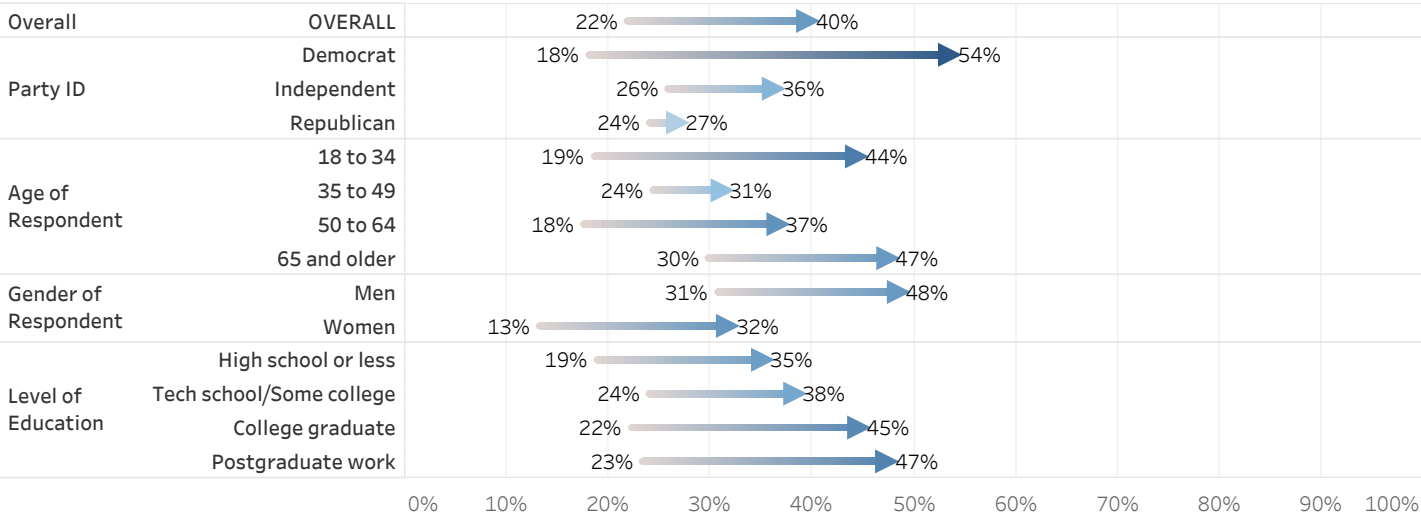
\* We ask that this copyrighted information be referred to as *the Granite State Panel*, conducted by the University of New Hampshire Survey Center.

New Hampshire Democrats are now more optimistic about the state economy than they were during the Trump presidency: more than half (54%) of Democrats anticipate good business conditions in New Hampshire during the next twelve months. However, only 36% of Independents and 27% of Republicans feel this way, both significantly lower than the optimism Independents and Republicans felt before the COVID-19 pandemic.



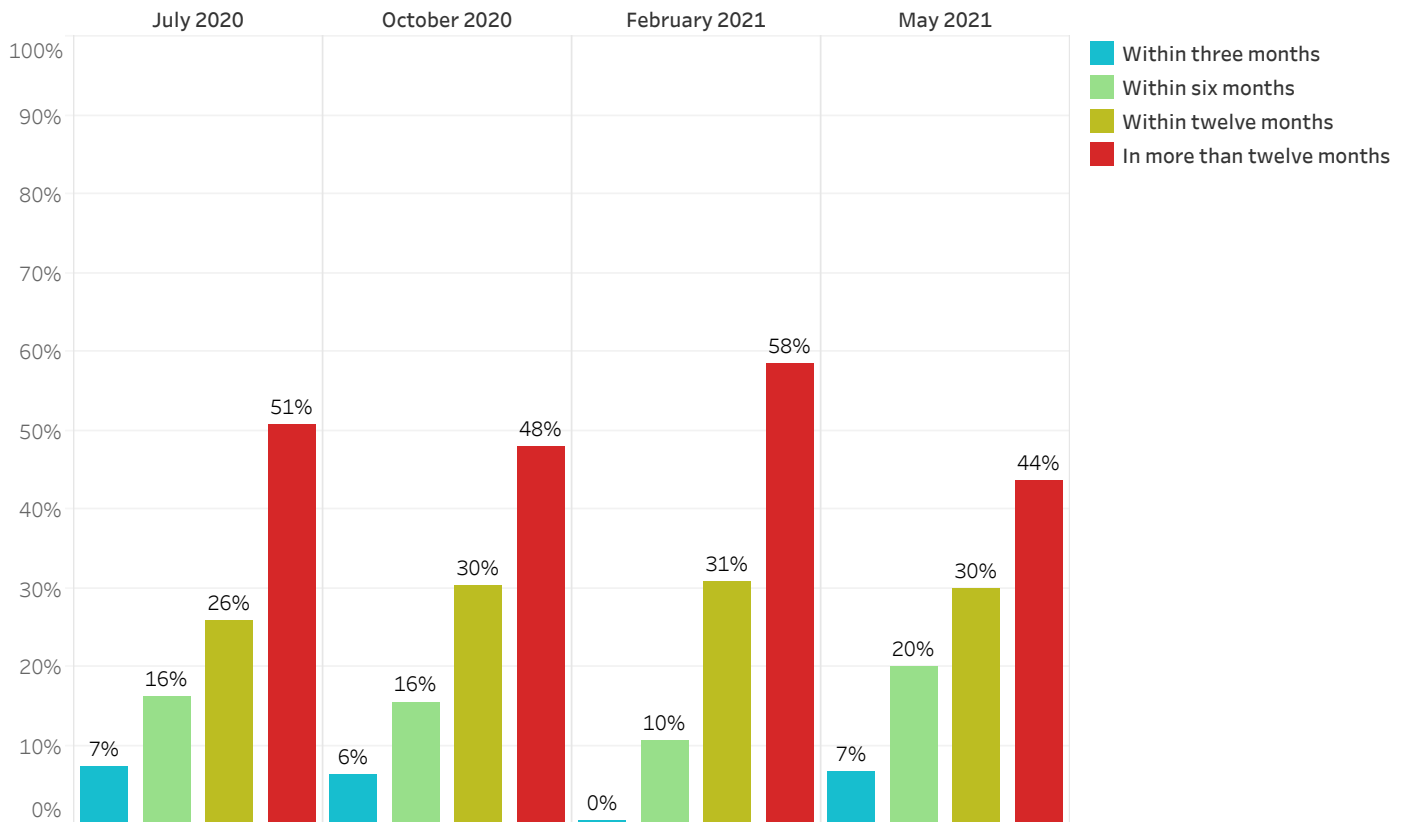
Democrats (+36 percentage points) are far more likely to believe that the state economy will have recovered to pre-pandemic levels within twelve months than they were in February, while Independents (+10) are somewhat more optimistic and opinion among Republicans (+3) is largely unchanged. Men and women in the state as well as people of all ages and education levels are more optimistic than in February, with particularly large increases in optimism among those aged 18 to 34 (+26), those who have completed postgraduate work (+24), college graduates (+22), and those aged 50 to 64 (+19).

**Anticipate Good Business Conditions in N.H. During Next 12 Months - Change from February to May 2021 - By Selected Demographics**



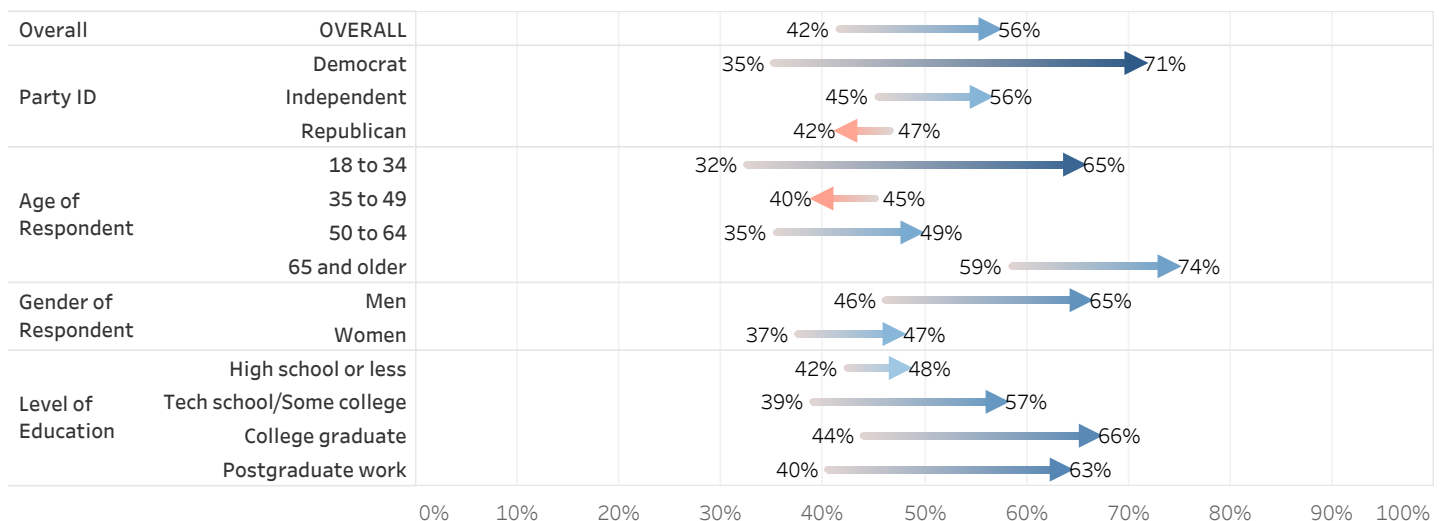
Granite Staters have also become more positive about when the state economy will recover from the pandemic. Seven percent believe the economy will recover to pre-pandemic levels within three months, 20% think it will happen within six months, 30% think it will happen within twelve months, and 44% believe it will take more than twelve months for the state economy to fully recover. In February, more than half (58%) of state residents believed the economy would take more than twelve months to fully recover.

#### When Anticipate New Hampshire Economy Will Recover to Pre-COVID-19 Levels



Democrats (+36 percentage points) are far more likely than in February to believe that the state economy will recover to pre-pandemic levels within twelve months while Independents (+10) are somewhat more likely to feel this way but Republicans are slightly less likely to anticipate this (-5). Those aged 18 to 34 (+32), those who have completed postgraduate work (+23), college graduates (+22), and men (+19) are notably more optimistic than they were in February to believe the state economy will recover within twelve months.

#### Anticipate New Hampshire Economy Will Recover to Pre-COVID-19 Levels in Twelve Months or Less Change from February 2021 to May 2021 - By Selected Demographics

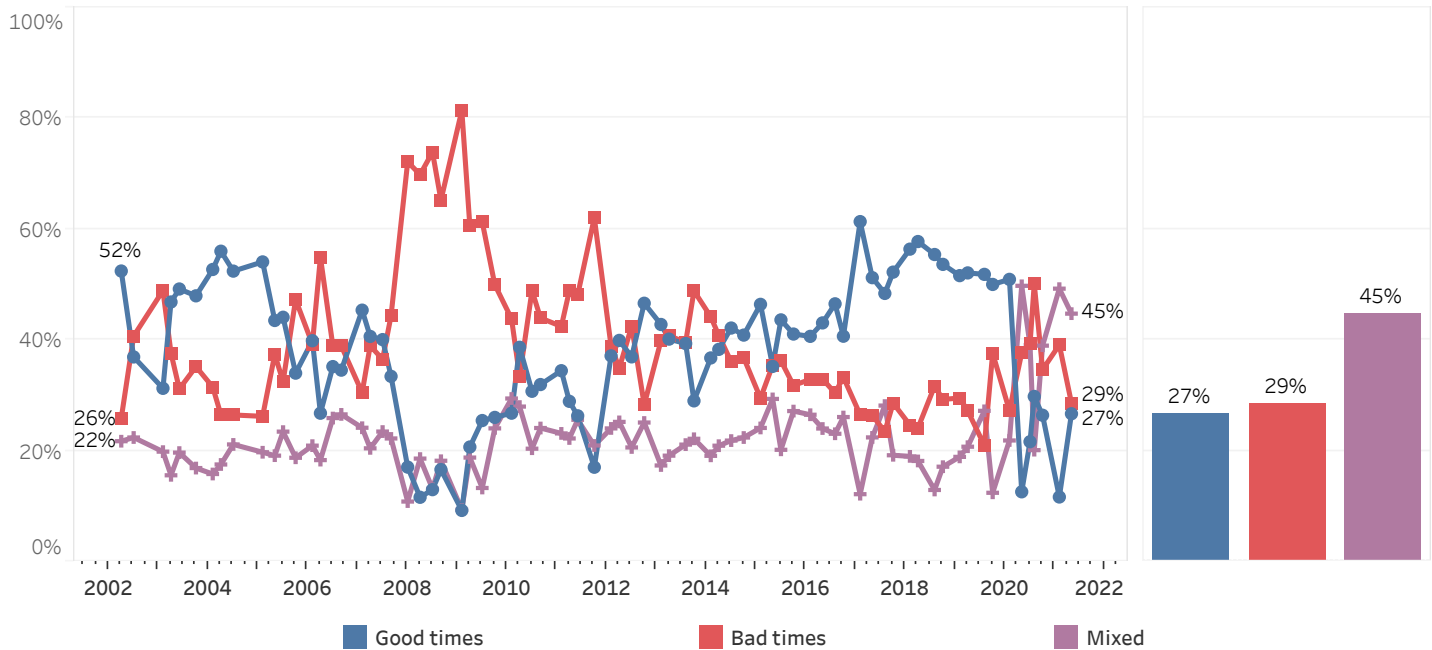


## U.S. Business Conditions

Granite Staters are also more positive about the national economy but continue to have a mixed opinion on the future of the U.S. economy overall. Twenty-seven percent think businesses across the country will experience good times in the next twelve months, 29% anticipate businesses will have bad times, and 45% think conditions will be mixed. The percentage of New Hampshire residents who anticipate good times for U.S. businesses (27%) has more than doubled since February (12%) but remains well below pre-COVID-19 levels.

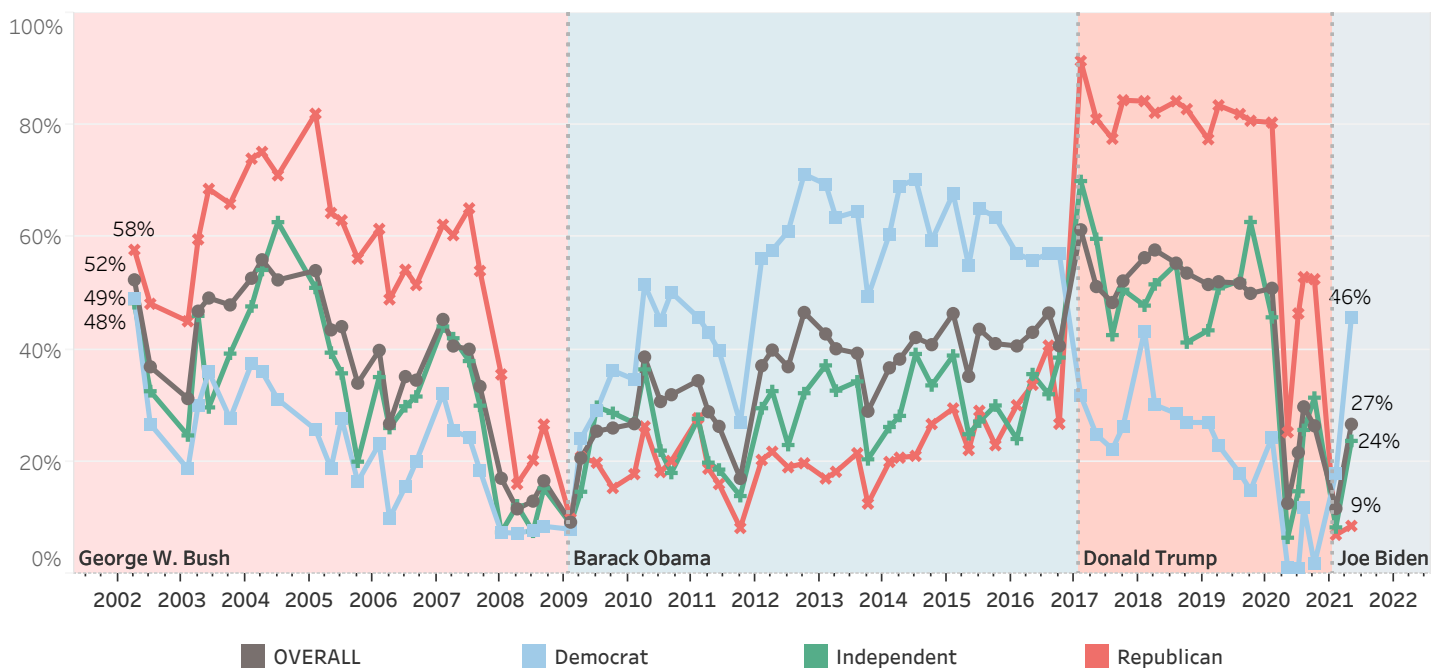
### Business Conditions in U.S. During Next 12 Months

May 2021



Forty-six percent of Democrats feel that U.S. businesses will experience good times over the next twelve months, up from 18% in February, while 24% of Independents feel the same way, up from 8% in February. However, only 9% of Republicans anticipate good conditions, largely unchanged since February (7%).

### Anticipate Good Business Conditions in U.S. During Next 12 Months - By Party ID

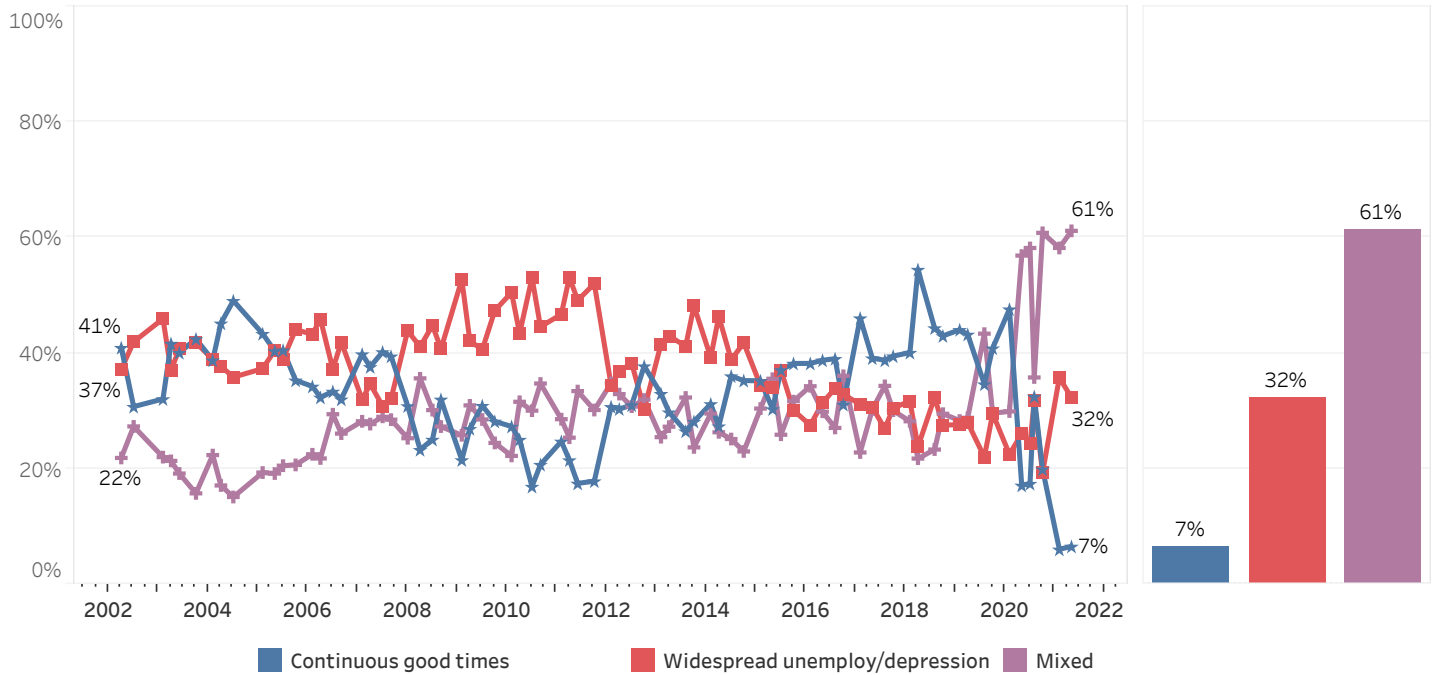


## Long-Term National Outlook

Despite feeling more optimistic about business conditions in the next twelve months, New Hampshire residents do not anticipate continuous good times in the long-term. Only 7% believe the economy will enjoy continuous good times over the next five years, largely unchanged since February (6%), 32% expect periods of widespread unemployment and depression and 61% see a mix of good and bad conditions.

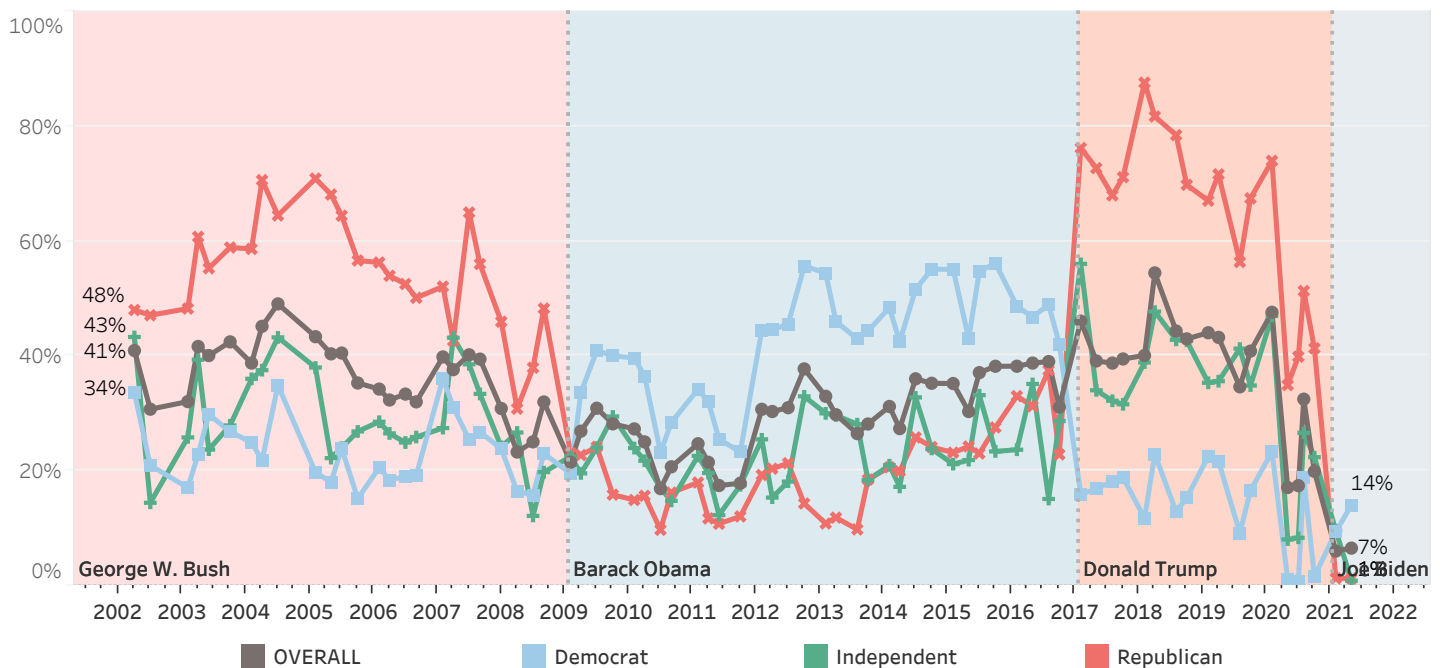
## 5-Year Economic Outlook

May 2021



Concern about the long-term state of the U.S. economy is bipartisan: only 14% of Democrats, 1% of Independents, and 1% of Republicans feel that U.S. businesses will experience continuous good times over the next five years. The percentage of Republicans who anticipate good times (1%) remains at an all-time low.

## Anticipate Continuous Good Times Over Next 5 Years for U.S. Economy - By Party ID

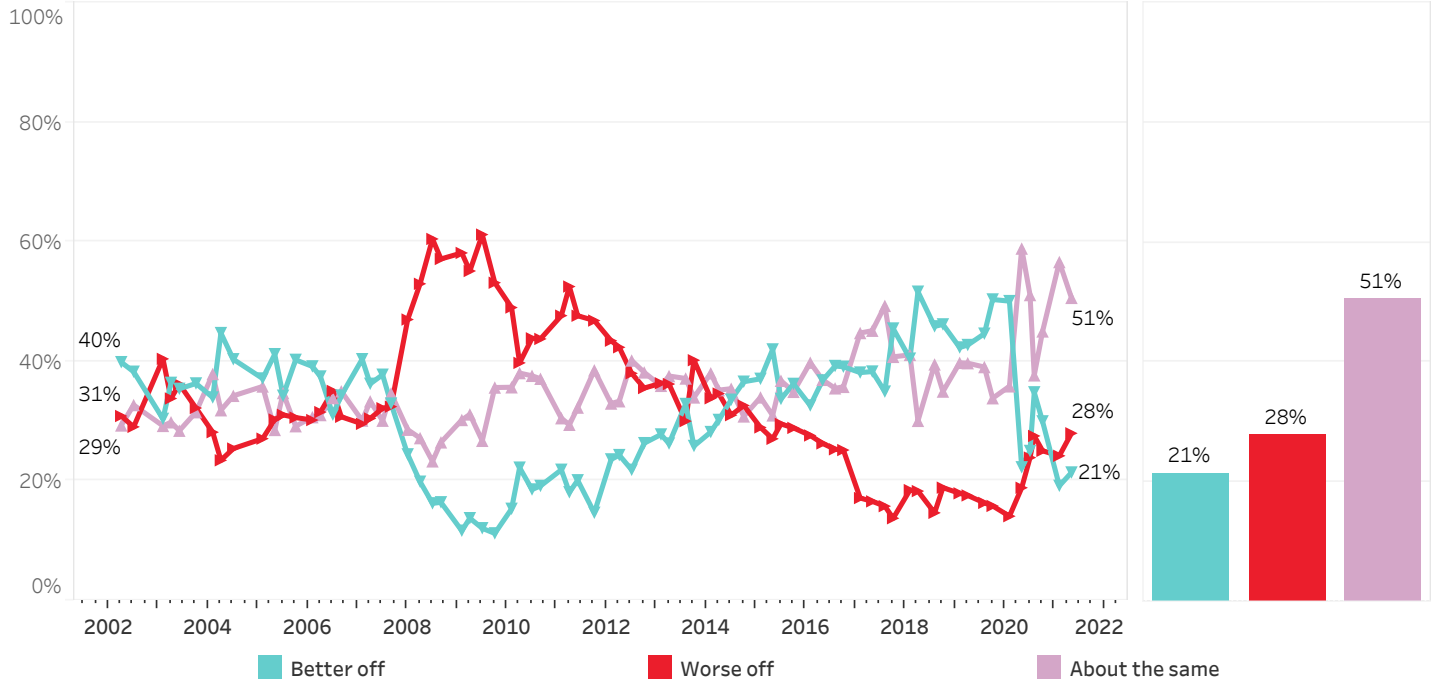


## Personal Financial Conditions

New Hampshire residents' assessment of their personal finances remains mixed: 21% of New Hampshire residents consider themselves to be better off financially than they were a year ago, 28% say they are worse off, and 51% say their finances are about the same. The percentage of residents who say they are worse off (28%) is at its highest point since February 2016 (28%).

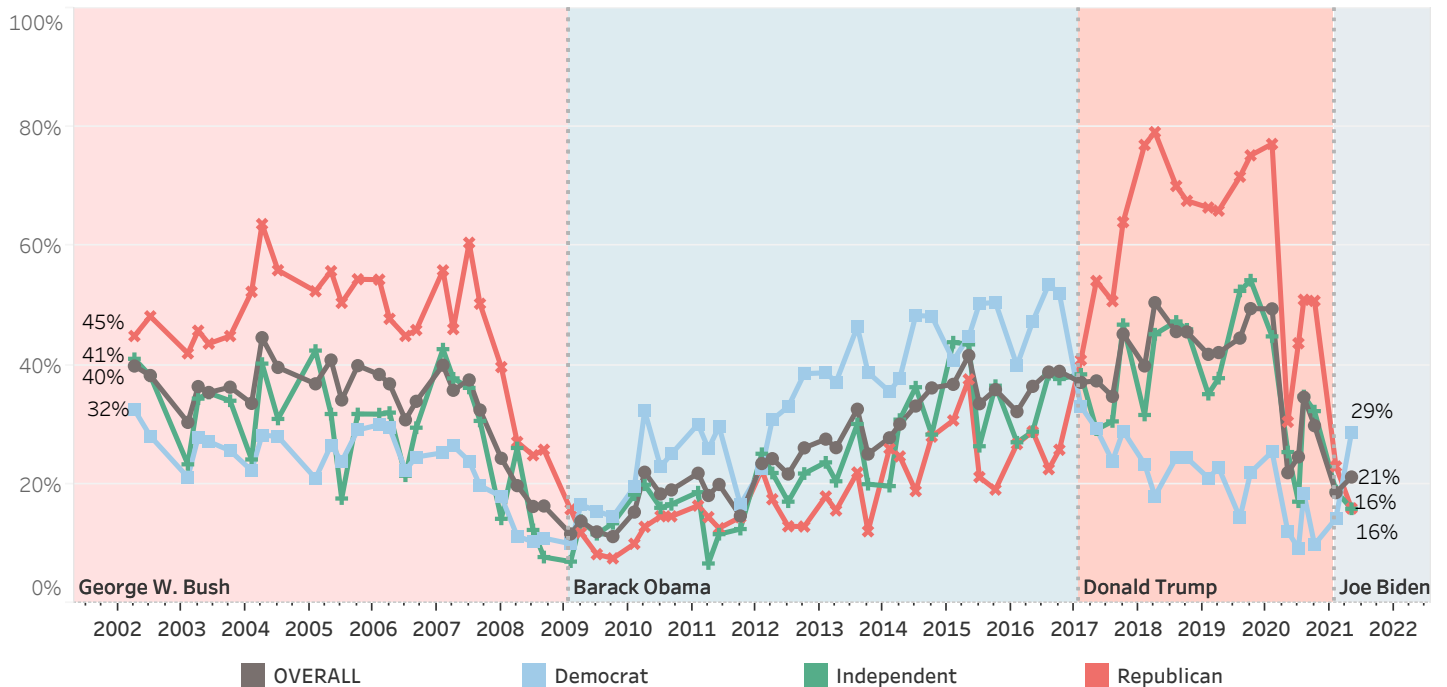
### Household Financial Condition Compared to 12 Months Ago

May 2021



Twenty-nine percent of Democrats and 16% of both Independents and Republicans consider themselves better off financially than a year ago. Democrats are more likely than in February (+14 percentage points) to say they are better off while Republicans (-7) are slightly less likely than in February to say they are better off.

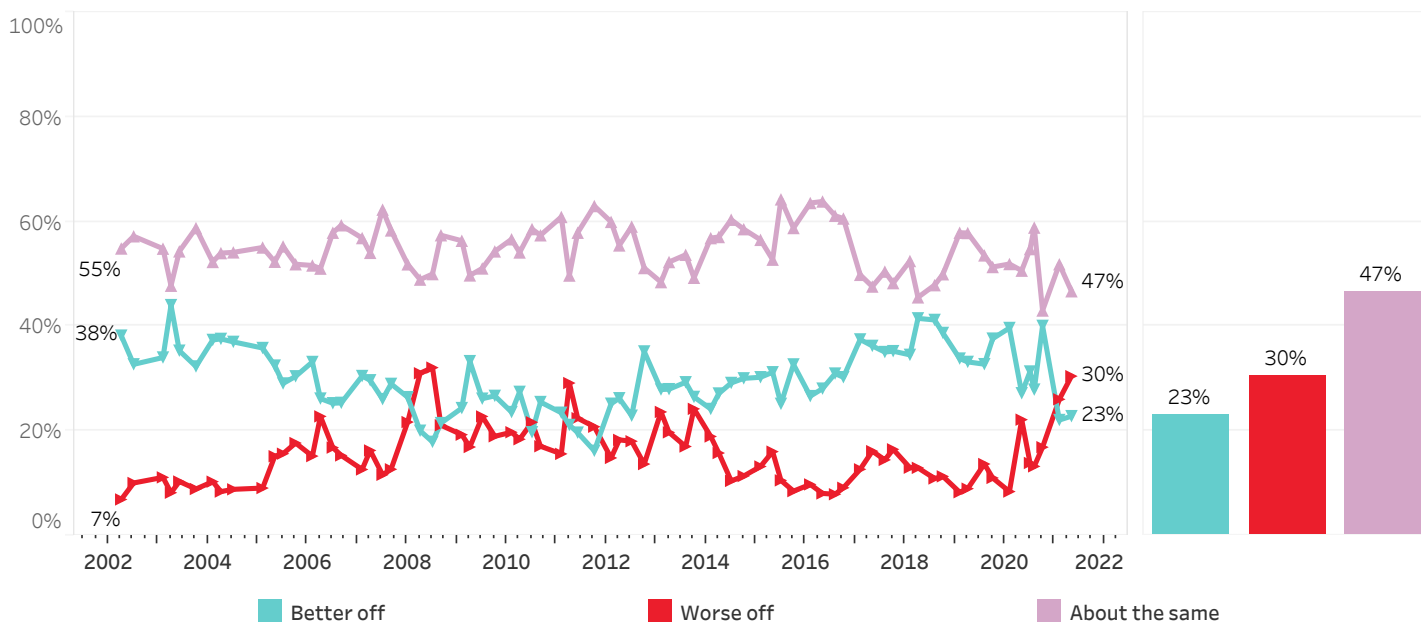
### Household Better Off Financially Compared to 12 Months Ago - By Party ID



Looking ahead, only 23% of Granite Staters expect their personal finances will be better a year from now, 30% anticipate being worse off, and 47% think they will be doing about the same as they are now. The percentage of respondents who believe they will be worse off in twelve months (30%) is at its highest point since July 2008 (30%). Democrats (35%) are considerably more likely than Independents (15%) and Republicans (14%) to anticipate being better off financially next year.

### Household Financial Condition 12 Months From Now

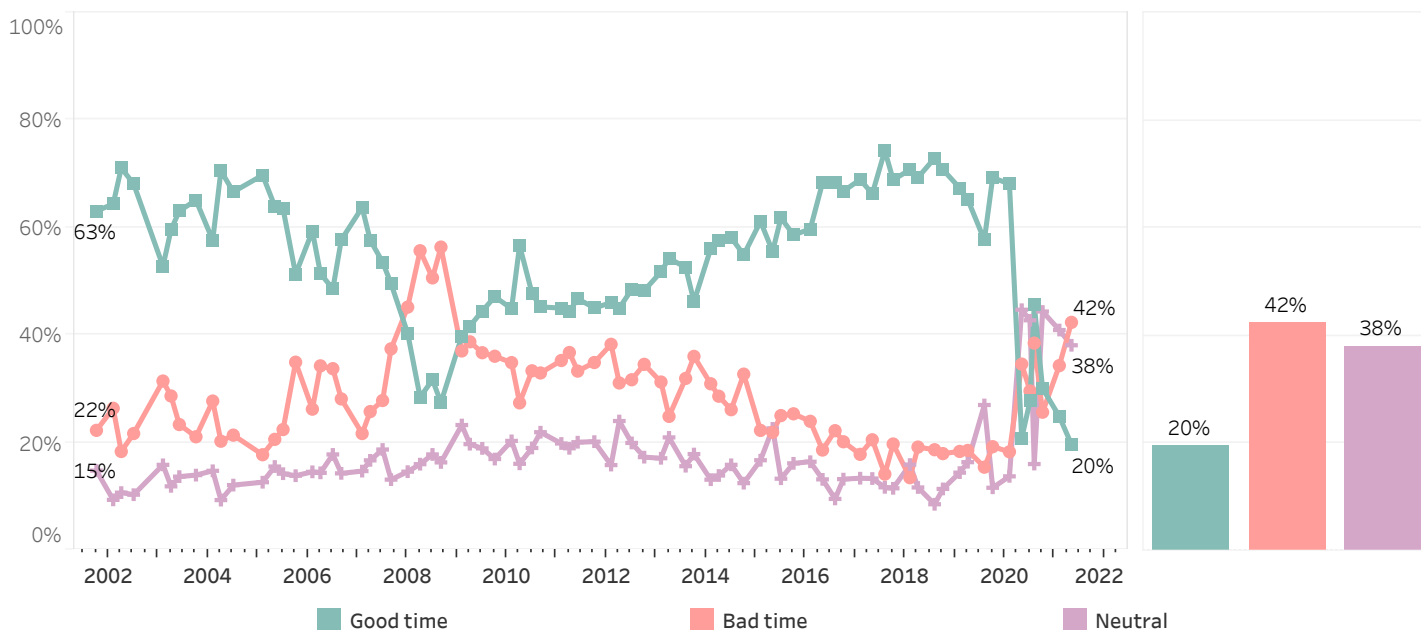
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Another warning indicator is that only 20% of Granite Staters think now is a good time to buy major items for their home, 42% think it is a bad time, and 38% are neutral or think it depends on the person's finances. The percentage of respondents who believe now is a good time to purchase a major item (20%) is at an all-time low. Thirty-one percent of Democrats feel now is a good time to buy a major item but only 17% of Independents and 9% of Republicans agree. The percentage of Republicans who think now is a good time to buy a major item (9%) has declined since February (23%) and is at an all-time low, considerably lower than even during the recession of the late 2000s.

### Good Time to Buy Major Household Item

May 2021



## Business and Industry Association Report on Consumer Confidence Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. One thousand eight hundred and twenty-four (1,824) Granite State Panel members completed the survey online between May 13 and May 17, 2021. The margin of sampling error for the survey is +/- 2.3 percent. These MSE's have not been adjusted for design effect. The response rate for the May 2021 BIA Report on Consumer Confidence is 30%. The design effect for the survey is 2.6%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and to 2020 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 5,750 New Hampshire adults were recruited from randomly selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### BIA Report on Consumer Confidence, May 2021 Demographics

		%	N
Gender of Respondent	Men	49%	877
	Women	51%	908
Age of Respondent	18 to 34	27%	483
	35 to 49	22%	393
	50 to 64	31%	564
	65 and older	21%	374
Level of Education	High school or less	36%	653
	Tech school/Some college	31%	560
	College graduate	21%	376
	Postgraduate work	13%	230
Region of State	Central/Lakes	18%	326
	Connecticut Valley	15%	277
	Manchester Area	16%	284
	Mass Border	26%	469
	North Country	9%	159
	Seacoast	17%	304
Party ID	Democrat	42%	763
	Independent	17%	315
	Republican	40%	729
Voting Registration	Registered Democrat	28%	500
	Registered Undeclared/Not Reg.	42%	751
	Registered Republican	29%	523
2020 Presidential Vote	Voted for Biden	52%	934
	Voted for Trump	45%	803
	Did not vote in 2020	3%	45
Household Income	Less than \$45,000	28%	426
	\$45,000 - \$74,999	23%	357
	\$75,000 - \$99,999	16%	251
	\$100,000 - \$149,999	23%	351
	\$150,000 or more	10%	148



## Business Conditions in New Hampshire During Next 12 Months

What about business conditions in New Hampshire as a whole, do you think that during the next twelve months we'll have good times financially, or bad times?

	<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
April 2002	58%	22%	20%	462	February 2012	47%	27%	27%	484
July 2002	52%	28%	20%	588	April 2012	51%	25%	24%	488
February 2003	41%	40%	19%	577	July 2012	48%	26%	26%	456
April 2003	47%	37%	17%	459	October 2012	48%	27%	25%	511
June 2003	50%	32%	17%	485	February 2013	49%	29%	22%	523
October 2003	52%	28%	19%	449	April 2013	50%	25%	24%	454
February 2004	54%	29%	17%	448	August 2013	46%	27%	27%	461
April 2004	58%	22%	20%	457	October 2013	34%	37%	29%	540
July 2004	59%	20%	21%	444	February 2014	52%	27%	20%	502
February 2005	60%	19%	21%	453	April 2014	54%	26%	20%	451
May 2005	56%	25%	19%	433	July 2014	51%	24%	25%	454
July 2005	54%	25%	22%	429	October 2014	49%	28%	23%	480
October 2005	48%	31%	22%	431	February 2015	55%	19%	26%	454
February 2006	53%	22%	25%	432	May 2015	49%	23%	28%	521
April 2006	41%	34%	24%	457	July 2015	49%	26%	25%	463
July 2006	49%	23%	28%	444	October 2015	49%	20%	31%	490
September 2006	48%	27%	25%	453	February 2016	46%	23%	30%	451
February 2007	51%	21%	28%	462	May 2016	54%	19%	26%	430
April 2007	49%	23%	27%	458	August 2016	63%	15%	22%	408
July 2007	50%	20%	30%	442	October 2016	49%	21%	30%	467
September 2007	44%	31%	25%	433	February 2017	67%	17%	16%	436
January 2008	23%	57%	19%	494	May 2017	61%	17%	21%	436
April 2008	15%	62%	23%	455	August 2017	58%	18%	24%	442
July 2008	22%	59%	19%	481	October 2017	64%	17%	20%	492
September 2008	27%	50%	22%	480	February 2018	61%	15%	24%	435
February 2009	13%	71%	15%	586	April 2018	64%	21%	15%	190
April 2009	27%	48%	25%	472	August 2018	68%	14%	18%	430
July 2009	29%	54%	17%	522	October 2018	71%	12%	16%	546
October 2009	34%	41%	26%	479	February 2019	65%	12%	23%	535
February 2010	33%	40%	26%	460	April 2019	62%	15%	22%	479
April 2010	39%	35%	26%	473	August 2019	61%	17%	22%	420
July 2010	36%	39%	25%	458	October 2019	62%	20%	18%	449
September 2010	41%	33%	26%	475	February 2020	60%	13%	27%	552
February 2011	44%	28%	28%	481	May 2020	16%	32%	51%	811
April 2011	39%	36%	25%	478	July 2020	25%	26%	49%	1,895
June 2011	36%	32%	32%	469	August 2020	41%	39%	20%	452
October 2011	30%	42%	28%	498	October 2020	35%	25%	40%	828
					February 2021	22%	20%	58%	1,765
					May 2021	40%	16%	44%	1,789

### When Anticipate New Hampshire Economy Will Recover to Pre-COVID-19 Levels

Based on what you know now, when do you think that the New Hampshire economy will recover to pre-COVID-19 levels?

	<u>Within three months</u>	<u>Within six months</u>	<u>Within twelve months</u>	<u>In more than twelve months</u>	<u>N</u>
July 2020	7%	16%	26%	51%	1,755
October 2020	6%	16%	30%	48%	835
February 2021	0%	10%	31%	58%	1,689
May 2021	7%	20%	30%	44%	1,601

## Business Conditions in U.S. During Next 12 Months

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially or bad times?

	<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
April 2002	52%	26%	22%	484	February 2012	37%	39%	24%	493
July 2002	37%	41%	22%	599	April 2012	40%	35%	25%	492
February 2003	31%	49%	20%	606	July 2012	37%	42%	21%	464
April 2003	47%	38%	16%	477	October 2012	47%	28%	25%	513
June 2003	49%	31%	20%	491	February 2013	43%	40%	17%	548
October 2003	48%	35%	17%	455	April 2013	40%	41%	19%	480
February 2004	53%	31%	16%	461	August 2013	39%	40%	21%	469
April 2004	56%	26%	18%	468	October 2013	29%	49%	22%	563
July 2004	52%	26%	21%	446	February 2014	37%	44%	19%	524
February 2005	54%	26%	20%	488	April 2014	38%	41%	21%	474
May 2005	44%	37%	19%	450	July 2014	42%	36%	22%	480
July 2005	44%	32%	23%	438	October 2014	41%	37%	22%	512
October 2005	34%	47%	19%	459	February 2015	46%	29%	24%	476
February 2006	40%	39%	21%	445	May 2015	35%	35%	29%	544
April 2006	27%	55%	18%	467	July 2015	44%	36%	20%	480
July 2006	35%	39%	26%	454	October 2015	41%	32%	27%	508
September 2006	35%	39%	27%	473	February 2016	41%	33%	26%	471
February 2007	45%	30%	24%	486	May 2016	43%	33%	24%	422
April 2007	41%	39%	20%	479	August 2016	47%	30%	23%	407
July 2007	40%	36%	23%	456	October 2016	41%	33%	26%	467
September 2007	33%	44%	22%	464	February 2017	61%	26%	12%	447
January 2008	17%	72%	11%	529	May 2017	51%	26%	22%	462
April 2008	12%	70%	19%	482	August 2017	48%	23%	28%	443
July 2008	13%	74%	13%	500	October 2017	52%	29%	19%	507
September 2008	17%	65%	18%	508	February 2018	56%	25%	19%	480
February 2009	9%	81%	9%	594	April 2018	58%	24%	18%	187
April 2009	21%	61%	19%	471	August 2018	55%	32%	13%	454
July 2009	25%	61%	13%	546	October 2018	54%	29%	17%	580
October 2009	26%	50%	24%	481	February 2019	52%	30%	19%	550
February 2010	27%	44%	29%	475	April 2019	52%	27%	21%	494
April 2010	39%	33%	28%	483	August 2019	48%	29%	22%	444
July 2010	31%	49%	20%	473	August 2019	56%	12%	33%	409
September 2010	32%	44%	24%	479	October 2019	50%	38%	12%	461
February 2011	34%	42%	23%	495	February 2020	51%	27%	22%	545
April 2011	29%	49%	22%	483	May 2020	13%	38%	50%	815
June 2011	26%	48%	26%	490	July 2020	22%	39%	39%	1,911
October 2011	17%	62%	21%	517	August 2020	30%	50%	20%	467
					October 2020	26%	35%	39%	839
					February 2021	12%	39%	49%	1,768
					May 2021	27%	29%	45%	1,779

## 5-Year Economic Outlook - U.S.

Looking ahead, which would you say is more likely, that in the country as a whole we will have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression?

	<u>Continuous good times</u>	<u>Widespread unemploy/ depression</u>	<u>Mixed</u>	<u>N</u>		<u>Continuous good times</u>	<u>Widespread unemploy/ depression</u>	<u>Mixed</u>	<u>N</u>
April 2002	41%	37%	22%	463	February 2012	31%	34%	35%	479
July 2002	31%	42%	27%	603	April 2012	30%	37%	33%	465
February 2003	32%	46%	22%	607	July 2012	31%	38%	31%	453
April 2003	42%	37%	21%	468	October 2012	38%	30%	32%	490
June 2003	40%	41%	19%	479	February 2013	33%	42%	25%	562
October 2003	42%	42%	16%	457	April 2013	30%	43%	27%	471
February 2004	39%	39%	22%	454	August 2013	26%	41%	32%	485
April 2004	45%	38%	17%	467	October 2013	28%	48%	24%	552
July 2004	49%	36%	15%	431	February 2014	31%	39%	30%	529
February 2005	43%	37%	19%	497	April 2014	27%	46%	26%	461
May 2005	40%	40%	19%	455	July 2014	36%	39%	25%	460
July 2005	41%	39%	21%	461	October 2014	35%	42%	23%	493
October 2005	35%	44%	21%	460	February 2015	35%	34%	30%	460
February 2006	34%	43%	22%	444	May 2015	30%	34%	36%	514
April 2006	32%	46%	22%	471	July 2015	37%	37%	26%	444
July 2006	33%	37%	29%	447	October 2015	38%	30%	32%	490
September 2006	32%	42%	26%	473	February 2016	38%	28%	34%	428
February 2007	40%	32%	28%	478	May 2016	39%	31%	30%	405
April 2007	38%	35%	28%	472	August 2016	39%	34%	27%	399
July 2007	40%	31%	29%	432	October 2016	31%	33%	36%	466
September 2007	39%	32%	28%	443	February 2017	46%	31%	23%	461
January 2008	31%	44%	25%	502	May 2017	39%	31%	30%	467
April 2008	23%	41%	36%	439	August 2017	39%	27%	34%	457
July 2008	25%	45%	30%	485	October 2017	39%	30%	30%	524
September 2008	32%	41%	27%	484	February 2018	40%	32%	28%	477
February 2009	22%	53%	26%	590	April 2018	54%	24%	22%	187
April 2009	27%	42%	31%	479	August 2018	44%	32%	23%	446
July 2009	31%	41%	29%	538	October 2018	43%	28%	30%	577
October 2009	28%	47%	24%	463	February 2019	44%	28%	28%	522
February 2010	27%	50%	22%	472	April 2019	43%	28%	29%	495
April 2010	25%	43%	32%	472	August 2019	41%	29%	30%	425
July 2010	17%	53%	30%	477	August 2019	28%	14%	58%	397
September 2010	21%	45%	35%	486	October 2019	41%	30%	30%	447
February 2011	25%	47%	29%	482	February 2020	48%	22%	30%	507
April 2011	21%	53%	25%	479	May 2020	17%	26%	57%	776
June 2011	17%	49%	33%	484	July 2020	17%	24%	58%	1,808
October 2011	18%	52%	30%	515	August 2020	32%	32%	36%	439
					October 2020	20%	19%	61%	800
					February 2021	6%	36%	58%	1,792
					May 2021	7%	32%	61%	1,732

## Household Financial Condition Compared to 12 Months Ago

Would you say that you and your family living there are better off or worse off financially than you were a year ago?

	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
April 2002	40%	31%	29%	507	February 2012	24%	43%	33%	518
July 2002	38%	29%	33%	650	April 2012	24%	42%	33%	533
February 2003	30%	40%	29%	647	July 2012	22%	38%	40%	516
April 2003	36%	34%	30%	505	October 2012	26%	36%	38%	583
June 2003	35%	36%	28%	514	February 2013	28%	36%	36%	575
October 2003	36%	32%	32%	496	April 2013	26%	36%	38%	503
February 2004	34%	28%	38%	503	August 2013	33%	30%	37%	507
April 2004	45%	23%	32%	538	October 2013	26%	40%	34%	584
July 2004	40%	25%	34%	495	February 2014	28%	34%	38%	559
February 2005	37%	27%	36%	537	April 2014	30%	35%	35%	506
May 2005	41%	30%	29%	493	July 2014	34%	31%	35%	510
July 2005	34%	31%	35%	500	October 2014	37%	33%	31%	532
October 2005	40%	31%	29%	503	February 2015	37%	29%	34%	499
February 2006	39%	30%	31%	492	May 2015	42%	27%	31%	562
April 2006	37%	32%	31%	500	July 2015	34%	30%	37%	527
July 2006	31%	35%	34%	504	October 2015	36%	29%	35%	578
September 2006	34%	31%	35%	508	February 2016	33%	28%	40%	525
February 2007	40%	30%	30%	531	May 2016	37%	26%	37%	495
April 2007	36%	30%	33%	507	August 2016	39%	25%	35%	495
July 2007	38%	32%	30%	514	October 2016	39%	25%	36%	574
September 2007	33%	32%	35%	498	February 2017	38%	17%	45%	499
January 2008	24%	47%	29%	550	May 2017	38%	17%	45%	487
April 2008	20%	53%	27%	495	August 2017	35%	16%	49%	499
July 2008	16%	60%	23%	517	October 2017	45%	14%	41%	565
September 2008	16%	57%	26%	543	February 2018	40%	18%	41%	507
February 2009	12%	58%	30%	615	April 2018	52%	18%	30%	204
April 2009	14%	55%	31%	502	August 2018	46%	15%	39%	492
July 2009	12%	61%	27%	550	October 2018	46%	19%	35%	635
October 2009	11%	53%	36%	499	February 2019	42%	18%	40%	593
February 2010	15%	49%	36%	497	April 2019	43%	18%	40%	536
April 2010	22%	40%	38%	505	August 2019	47%	18%	35%	497
July 2010	19%	44%	38%	497	August 2019	42%	15%	43%	431
September 2010	19%	44%	37%	510	October 2019	50%	16%	34%	498
February 2011	22%	48%	30%	518	February 2020	50%	14%	36%	601
April 2011	18%	53%	29%	502	May 2020	22%	19%	59%	826
June 2011	20%	48%	32%	509	July 2020	25%	24%	51%	1,971
October 2011	15%	47%	39%	553	August 2020	35%	28%	38%	499
					October 2020	30%	25%	45%	929
					February 2021	19%	24%	57%	1,801
					May 2021	21%	28%	51%	1,805

## Household Financial Condition 12 Months From Now

Now, looking ahead, do you think that a year from now you and your family will be better off financially, worse off, or just about the same?

	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
April 2002	38%	7%	55%	479	February 2012	25%	15%	60%	486
July 2002	33%	10%	57%	625	April 2012	26%	18%	55%	493
February 2003	34%	11%	55%	622	July 2012	23%	18%	59%	473
April 2003	44%	8%	48%	487	October 2012	35%	14%	51%	519
June 2003	35%	10%	54%	501	February 2013	28%	24%	48%	563
October 2003	32%	9%	59%	486	April 2013	28%	20%	52%	487
February 2004	37%	10%	52%	488	August 2013	29%	17%	54%	495
April 2004	38%	8%	54%	509	October 2013	27%	24%	49%	569
July 2004	37%	9%	54%	477	February 2014	24%	19%	57%	546
February 2005	36%	9%	55%	524	April 2014	27%	16%	57%	486
May 2005	32%	15%	52%	485	July 2014	29%	10%	60%	503
July 2005	29%	16%	55%	489	October 2014	30%	11%	59%	512
October 2005	30%	18%	52%	481	February 2015	30%	13%	57%	498
February 2006	33%	15%	52%	488	May 2015	31%	16%	53%	552
April 2006	26%	23%	51%	492	July 2015	25%	11%	64%	514
July 2006	25%	17%	58%	484	October 2015	33%	9%	59%	551
September 2006	25%	15%	59%	495	February 2016	27%	10%	64%	492
February 2007	30%	13%	57%	515	May 2016	28%	8%	64%	466
April 2007	30%	16%	54%	492	August 2016	31%	8%	61%	441
July 2007	26%	12%	62%	491	October 2016	30%	9%	61%	497
September 2007	29%	13%	58%	489	February 2017	37%	13%	50%	483
January 2008	26%	22%	52%	518	May 2017	36%	16%	48%	466
April 2008	20%	31%	49%	470	August 2017	35%	14%	50%	479
July 2008	18%	32%	50%	483	October 2017	35%	17%	48%	558
September 2008	22%	21%	57%	486	February 2018	35%	13%	52%	510
February 2009	24%	19%	56%	568	April 2018	42%	13%	46%	195
April 2009	33%	17%	50%	483	August 2018	41%	11%	48%	472
July 2009	26%	23%	51%	531	October 2018	39%	11%	50%	613
October 2009	27%	19%	54%	482	February 2019	34%	8%	58%	584
February 2010	24%	20%	57%	473	April 2019	33%	9%	58%	525
April 2010	27%	18%	54%	492	August 2019	36%	10%	55%	474
July 2010	20%	22%	59%	487	August 2019	30%	18%	52%	408
September 2010	26%	17%	57%	497	October 2019	38%	11%	51%	484
February 2011	23%	16%	61%	500	February 2020	40%	8%	52%	556
April 2011	21%	29%	50%	484	May 2020	27%	22%	51%	718
June 2011	20%	22%	58%	499	July 2020	31%	14%	55%	1,664
October 2011	16%	21%	63%	532	August 2020	28%	13%	59%	449
					October 2020	40%	17%	43%	759
					February 2021	22%	26%	52%	1,594
					May 2021	23%	30%	47%	1,632

## Good Time to Buy Major Household Item

Now thinking about the big things people buy for their home, such as furniture, a refrigerator, a stove, televisions, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	<u>Good time</u>	<u>Bad time</u>	<u>Neutral</u>	<u>N</u>		<u>Good time</u>	<u>Bad time</u>	<u>Neutral</u>	<u>N</u>
April 2002	71%	18%	11%	480	October 2001	63%	22%	15%	507
July 2002	68%	22%	10%	613	February 2002	64%	26%	9%	303
February 2003	53%	31%	16%	600	February 2012	46%	38%	16%	487
April 2003	60%	29%	12%	486	April 2012	45%	31%	24%	503
June 2003	63%	23%	14%	475	July 2012	48%	32%	20%	468
October 2003	65%	21%	14%	468	October 2012	48%	35%	17%	551
February 2004	58%	28%	15%	462	February 2013	52%	31%	17%	515
April 2004	71%	20%	9%	487	April 2013	54%	25%	21%	468
July 2004	67%	21%	12%	456	August 2013	53%	32%	16%	467
February 2005	70%	18%	13%	478	October 2013	46%	36%	18%	552
May 2005	64%	21%	15%	446	February 2014	56%	31%	13%	498
July 2005	63%	22%	14%	441	April 2014	58%	29%	14%	460
October 2005	51%	35%	14%	456	July 2014	58%	26%	16%	460
February 2006	59%	26%	15%	442	October 2014	55%	33%	12%	495
April 2006	51%	34%	14%	448	February 2015	61%	22%	17%	458
July 2006	49%	34%	18%	453	May 2015	56%	22%	23%	519
September 2006	58%	28%	14%	452	July 2015	62%	25%	13%	466
February 2007	64%	22%	15%	488	October 2015	59%	25%	16%	521
April 2007	58%	26%	17%	458	February 2016	60%	24%	16%	480
July 2007	54%	28%	19%	430	May 2016	68%	19%	13%	443
September 2007	50%	37%	13%	433	August 2016	68%	22%	9%	430
January 2008	40%	45%	15%	517	October 2016	67%	20%	13%	508
April 2008	28%	56%	16%	465	February 2017	69%	18%	13%	450
July 2008	32%	51%	18%	487	May 2017	66%	20%	13%	438
September 2008	27%	56%	16%	495	August 2017	74%	14%	12%	424
February 2009	40%	37%	23%	591	October 2017	69%	20%	11%	500
April 2009	42%	39%	20%	491	February 2018	71%	13%	16%	449
July 2009	44%	37%	19%	548	April 2018	69%	19%	12%	174
October 2009	47%	36%	17%	472	August 2018	73%	19%	8%	435
February 2010	45%	35%	20%	469	October 2018	71%	18%	11%	549
April 2010	57%	27%	16%	471	February 2019	67%	18%	14%	513
July 2010	48%	33%	19%	469	April 2019	65%	18%	16%	474
September 2010	45%	33%	22%	491	August 2019	67%	20%	13%	435
February 2011	45%	35%	20%	478	August 2019	48%	10%	42%	394
April 2011	44%	37%	19%	475	October 2019	69%	19%	12%	445
June 2011	47%	33%	20%	479	February 2020	68%	18%	14%	547
October 2011	45%	35%	20%	514	May 2020	21%	35%	45%	752
					July 2020	28%	30%	43%	1,825
					August 2020	46%	38%	16%	459
					October 2020	30%	26%	44%	871
					February 2021	25%	34%	41%	1,673
					May 2021	20%	42%	38%	1,659

# Business Conditions in New Hampshire During Next 12 Months

		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>	<b>May 2021</b>	40%	16%	44%	1,789
<b>Voting Registration</b>	Registered Democrat	50%	3%	47%	485
	Registered Undeclared/Not Reg.	42%	17%	41%	739
	Registered Republican	30%	27%	43%	516
<b>Party ID</b>	Democrat	54%	3%	44%	743
	Independent	36%	20%	44%	312
	Republican	27%	29%	44%	716
<b>Ideology</b>	Liberal	48%	3%	49%	452
	Moderate	50%	12%	38%	705
	Conservative	23%	34%	42%	538
<b>Age of Respondent</b>	18 to 34	44%	16%	40%	468
	35 to 49	31%	20%	49%	391
	50 to 64	37%	18%	45%	556
	65 and older	47%	10%	43%	366
<b>Gender of Respondent</b>	Men	48%	16%	35%	870
	Women	32%	16%	52%	882
<b>Level of Education</b>	High school or less	35%	19%	46%	653
	Tech school/Some college	38%	19%	43%	539
	College graduate	45%	11%	45%	367
	Postgraduate work	47%	11%	41%	225
<b>Region of State</b>	Central/Lakes	33%	21%	46%	323
	Connecticut Valley	34%	18%	48%	274
	Manchester Area	35%	20%	44%	281
	Mass Border	49%	13%	38%	452
	North Country	32%	18%	51%	159
	Seacoast	45%	11%	44%	299
<b>Household Income</b>	Less than \$45,000	27%	18%	55%	418
	\$45,000 - \$74,999	34%	28%	38%	355
	\$75,000 - \$99,999	43%	13%	44%	247
	\$100,000 - \$149,999	51%	12%	38%	347
	\$150,000 or more	63%	5%	32%	146
<b>Media Usage</b>	Boston Globe reader	41%	6%	54%	112
	Conservative radio listener	34%	24%	42%	501
	Fox News viewer	32%	22%	46%	625
	Local newspapers reader	46%	15%	40%	324
	NHPR listener	46%	10%	44%	944
	Union Leader reader	51%	9%	40%	229
	WMUR viewer	39%	14%	47%	1,254
<b>2020 Presidential Vote</b>	Voted for Biden	52%	4%	45%	914
	Voted for Trump	27%	31%	42%	788
	Voted for other 2020 candidate	37%	8%	55%	27
	Did not vote in 2020	20%	20%	60%	44



# When Anticipate New Hampshire Economy Will Recover to Pre-COVID-19 Levels

		Within three months	Within six months	Within twelve months	In more than twelve months	N
STATEWIDE	May 2021	7%	20%	30%	44%	1,601
Voting Registration	Registered Democrat	3%	26%	40%	32%	432
	Registered Undeclared/Not Reg.	6%	22%	30%	41%	636
	Registered Republican	10%	13%	19%	57%	497
Party ID	Democrat	3%	29%	39%	29%	675
	Independent	5%	15%	35%	44%	249
	Republican	11%	13%	18%	58%	662
Ideology	Liberal	2%	22%	40%	36%	387
	Moderate	7%	28%	33%	32%	633
	Conservative	10%	11%	18%	61%	500
Age of Respondent	18 to 34	8%	25%	32%	35%	414
	35 to 49	2%	20%	18%	60%	331
	50 to 64	6%	14%	29%	51%	502
	65 and older	10%	23%	41%	26%	344
Gender of Respondent	Men	9%	27%	29%	35%	794
	Women	4%	12%	31%	53%	773
Level of Education	High school or less	6%	20%	21%	52%	557
	Tech school/Some college	5%	20%	31%	43%	505
	College graduate	9%	18%	39%	34%	316
	Postgraduate work	7%	21%	36%	37%	220
Region of State	Central/Lakes	7%	13%	30%	50%	287
	Connecticut Valley	1%	24%	31%	44%	263
	Manchester Area	3%	18%	31%	48%	254
	Mass Border	8%	21%	31%	40%	388
	North Country	3%	21%	23%	53%	137
	Seacoast	15%	23%	29%	32%	265
Household Income	Less than \$45,000	8%	10%	28%	53%	354
	\$45,000 - \$74,999	6%	18%	23%	52%	323
	\$75,000 - \$99,999	7%	20%	28%	44%	244
	\$100,000 - \$149,999	4%	32%	29%	35%	325
	\$150,000 or more	8%	33%	41%	18%	130
Media Usage	Boston Globe reader	2%	13%	43%	42%	110
	Conservative radio listener	11%	17%	20%	51%	455
	Fox News viewer	8%	17%	25%	49%	568
	Local newspapers reader	5%	20%	34%	41%	296
	NHPR listener	6%	21%	33%	40%	834
	Union Leader reader	8%	22%	32%	38%	222
	WMUR viewer	7%	18%	31%	44%	1,121
2020 Presidential Vote	Voted for Biden	3%	26%	40%	31%	816
	Voted for Trump	10%	14%	17%	59%	717
	Voted for other 2020 candidate	38%	5%	33%	23%	23
	Did not vote in 2020	0%		70%	29%	32

# Business Conditions in U.S. During Next 12 Months

		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>	<b>May 2021</b>	27%	29%	45%	1,779
<b>Voting Registration</b>	Registered Democrat	41%	5%	54%	477
	Registered Undeclared/Not Reg.	28%	27%	45%	745
	Registered Republican	10%	54%	36%	508
<b>Party ID</b>	Democrat	46%	4%	51%	735
	Independent	24%	34%	43%	302
	Republican	9%	52%	40%	724
<b>Ideology</b>	Liberal	41%	6%	53%	444
	Moderate	33%	22%	46%	709
	Conservative	7%	58%	35%	531
<b>Age of Respondent</b>	18 to 34	31%	27%	42%	462
	35 to 49	17%	29%	54%	391
	50 to 64	26%	33%	40%	546
	65 and older	32%	23%	44%	369
<b>Gender of Respondent</b>	Men	28%	30%	42%	871
	Women	26%	26%	47%	869
<b>Level of Education</b>	High school or less	27%	31%	42%	642
	Tech school/Some college	23%	32%	45%	534
	College graduate	29%	24%	47%	370
	Postgraduate work	33%	20%	47%	227
<b>Region of State</b>	Central/Lakes	21%	39%	40%	324
	Connecticut Valley	20%	33%	47%	264
	Manchester Area	31%	27%	43%	272
	Mass Border	32%	25%	43%	453
	North Country	19%	23%	58%	159
	Seacoast	32%	23%	45%	302
<b>Household Income</b>	Less than \$45,000	26%	26%	48%	401
	\$45,000 - \$74,999	21%	49%	30%	355
	\$75,000 - \$99,999	27%	29%	43%	248
	\$100,000 - \$149,999	33%	21%	45%	348
	\$150,000 or more	30%	12%	58%	147
<b>Media Usage</b>	Boston Globe reader	29%	21%	50%	113
	Conservative radio listener	13%	51%	36%	493
	Fox News viewer	17%	44%	40%	624
	Local newspapers reader	31%	29%	40%	327
	NHPR listener	32%	20%	48%	940
	Union Leader reader	48%	14%	37%	229
	WMUR viewer	28%	28%	44%	1,239
<b>2020 Presidential Vote</b>	Voted for Biden	44%	4%	52%	895
	Voted for Trump	7%	56%	38%	797
	Voted for other 2020 candidate	21%	35%	44%	27
	Did not vote in 2020	47%	21%	32%	44

# 5-Year Economic Outlook - U.S.

		<u>Continuous good times</u>	<u>Widespread unemploy/depression</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>	<b>May 2021</b>	7%	32%	61%	1,732
<b>Voting Registration</b>	Registered Democrat	15%	7%	78%	471
	Registered Undeclared/Not Reg.	5%	32%	63%	708
	Registered Republican	2%	57%	42%	505
<b>Party ID</b>	Democrat	14%	5%	81%	719
	Independent	1%	38%	61%	280
	Republican	1%	57%	41%	717
<b>Ideology</b>	Liberal	9%	6%	84%	442
	Moderate	9%	25%	65%	677
	Conservative	1%	64%	35%	517
<b>Age of Respondent</b>	18 to 34	3%	30%	67%	467
	35 to 49	8%	36%	56%	368
	50 to 64	7%	38%	55%	534
	65 and older	9%	24%	67%	354
<b>Gender of Respondent</b>	Men	7%	36%	57%	842
	Women	7%	28%	65%	853
<b>Level of Education</b>	High school or less	3%	40%	56%	613
	Tech school/Some college	7%	33%	61%	536
	College graduate	9%	27%	64%	359
	Postgraduate work	11%	17%	72%	220
<b>Region of State</b>	Central/Lakes	7%	46%	47%	321
	Connecticut Valley	7%	22%	71%	237
	Manchester Area	6%	32%	62%	279
	Mass Border	5%	30%	65%	443
	North Country	12%	37%	50%	155
	Seacoast	7%	25%	68%	292
<b>Household Income</b>	Less than \$45,000	5%	31%	63%	404
	\$45,000 - \$74,999	6%	45%	49%	349
	\$75,000 - \$99,999	6%	40%	54%	244
	\$100,000 - \$149,999	8%	22%	70%	346
	\$150,000 or more	11%	19%	70%	126
<b>Media Usage</b>	Boston Globe reader	14%	21%	64%	102
	Conservative radio listener	2%	62%	36%	460
	Fox News viewer	2%	50%	48%	612
	Local newspapers reader	9%	28%	63%	319
	NHPR listener	10%	24%	66%	896
	Union Leader reader	10%	27%	63%	228
	WMUR viewer	8%	30%	62%	1,219
<b>2020 Presidential Vote</b>	Voted for Biden	13%	5%	82%	872
	Voted for Trump	0%	63%	37%	774
	Voted for other 2020 candidate	4%	47%	49%	27
	Did not vote in 2020	0%	16%	84%	44

## Household Financial Condition Compared to 12 Months Ago

		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
<b>STATEWIDE</b>	<b>May 2021</b>	21%	28%	51%	1,805
<b>Voting Registration</b>	Registered Democrat	26%	16%	58%	488
	Registered Undeclared/Not Reg.	22%	28%	50%	747
	Registered Republican	18%	40%	43%	521
<b>Party ID</b>	Democrat	29%	14%	57%	748
	Independent	16%	31%	53%	314
	Republican	16%	41%	43%	726
<b>Ideology</b>	Liberal	30%	16%	55%	452
	Moderate	24%	25%	52%	716
	Conservative	13%	41%	45%	540
<b>Age of Respondent</b>	18 to 34	37%	23%	40%	469
	35 to 49	21%	28%	51%	393
	50 to 64	14%	35%	51%	560
	65 and older	13%	24%	63%	373
<b>Gender of Respondent</b>	Men	28%	23%	49%	874
	Women	16%	31%	53%	893
<b>Level of Education</b>	High school or less	16%	34%	50%	653
	Tech school/Some college	21%	34%	45%	548
	College graduate	31%	15%	55%	370
	Postgraduate work	23%	18%	59%	229
<b>Region of State</b>	Central/Lakes	15%	29%	56%	325
	Connecticut Valley	12%	43%	46%	277
	Manchester Area	22%	21%	57%	281
	Mass Border	25%	16%	59%	460
	North Country	21%	39%	40%	157
	Seacoast	32%	31%	37%	300
<b>Household Income</b>	Less than \$45,000	17%	44%	40%	423
	\$45,000 - \$74,999	24%	30%	46%	356
	\$75,000 - \$99,999	17%	25%	58%	250
	\$100,000 - \$149,999	30%	25%	46%	351
	\$150,000 or more	27%	7%	66%	148
<b>Media Usage</b>	Boston Globe reader	15%	27%	58%	113
	Conservative radio listener	13%	31%	56%	503
	Fox News viewer	17%	38%	46%	636
	Local newspapers reader	17%	27%	56%	332
	NHPR listener	19%	26%	55%	959
	Union Leader reader	20%	29%	51%	233
	WMUR viewer	18%	31%	51%	1,263
<b>2020 Presidential Vote</b>	Voted for Biden	28%	18%	54%	919
	Voted for Trump	15%	40%	45%	799
	Voted for other 2020 candidate	18%	23%	59%	26
	Did not vote in 2020	0%	24%	75%	45

# Household Financial Condition 12 Months From Now

		Better off	Worse off	About the same	N
STATEWIDE	May 2021	23%	30%	47%	1,632
Voting Registration	Registered Democrat	28%	8%	64%	437
	Registered Undeclared/Not Reg.	25%	30%	45%	683
	Registered Republican	15%	51%	33%	480
Party ID	Democrat	35%	6%	59%	686
	Independent	15%	29%	56%	241
	Republican	14%	56%	31%	691
Ideology	Liberal	37%	4%	59%	401
	Moderate	23%	24%	53%	679
	Conservative	11%	60%	29%	488
Age of Respondent	18 to 34	44%	17%	39%	431
	35 to 49	20%	36%	44%	342
	50 to 64	12%	39%	49%	509
	65 and older	16%	29%	55%	342
Gender of Respondent	Men	29%	31%	40%	816
	Women	17%	29%	54%	788
Level of Education	High school or less	14%	42%	44%	575
	Tech school/Some college	25%	31%	45%	486
	College graduate	35%	19%	46%	351
	Postgraduate work	23%	18%	59%	217
Region of State	Central/Lakes	14%	38%	48%	308
	Connecticut Valley	16%	33%	51%	244
	Manchester Area	19%	31%	51%	251
	Mass Border	31%	26%	43%	422
	North Country	7%	47%	46%	133
	Seacoast	38%	20%	43%	269
Household Income	Less than \$45,000	18%	41%	41%	342
	\$45,000 - \$74,999	18%	37%	44%	318
	\$75,000 - \$99,999	21%	36%	44%	236
	\$100,000 - \$149,999	31%	23%	46%	331
	\$150,000 or more	35%	19%	46%	140
Media Usage	Boston Globe reader	21%	6%	73%	106
	Conservative radio listener	9%	51%	40%	447
	Fox News viewer	14%	48%	38%	561
	Local newspapers reader	22%	24%	54%	299
	NHPR listener	23%	19%	58%	832
	Union Leader reader	17%	30%	53%	205
	WMUR viewer	20%	29%	50%	1,105
2020 Presidential Vote	Voted for Biden	34%	5%	61%	818
	Voted for Trump	11%	58%	31%	746
	Voted for other 2020 candidate	27%	36%	36%	26
	Did not vote in 2020	1%	30%	69%	30

# Good Time to Buy Major Household Item

		<u>Good time</u>	<u>Bad time</u>	<u>Neutral</u>	<u>N</u>
<b>STATEWIDE</b>	<b>May 2021</b>	20%	42%	38%	1,659
<b>Voting Registration</b>	Registered Democrat	25%	25%	50%	436
	Registered Undeclared/Not Reg.	23%	39%	38%	724
	Registered Republican	8%	66%	26%	450
<b>Party ID</b>	Democrat	31%	23%	46%	689
	Independent	17%	48%	35%	290
	Republican	9%	60%	31%	665
<b>Ideology</b>	Liberal	28%	27%	45%	420
	Moderate	22%	37%	41%	673
	Conservative	8%	65%	26%	474
<b>Age of Respondent</b>	18 to 34	26%	38%	36%	430
	35 to 49	11%	56%	34%	384
	50 to 64	20%	44%	37%	504
	65 and older	22%	31%	47%	334
<b>Gender of Respondent</b>	Men	21%	41%	37%	809
	Women	18%	44%	38%	815
<b>Level of Education</b>	High school or less	21%	49%	30%	591
	Tech school/Some college	14%	46%	39%	512
	College graduate	22%	31%	48%	341
	Postgraduate work	23%	33%	44%	210
<b>Region of State</b>	Central/Lakes	15%	52%	33%	303
	Connecticut Valley	17%	36%	47%	235
	Manchester Area	14%	48%	39%	258
	Mass Border	25%	37%	38%	432
	North Country	16%	53%	31%	148
	Seacoast	26%	33%	41%	278
<b>Household Income</b>	Less than \$45,000	18%	44%	38%	378
	\$45,000 - \$74,999	21%	59%	21%	325
	\$75,000 - \$99,999	11%	45%	44%	225
	\$100,000 - \$149,999	31%	32%	37%	336
	\$150,000 or more	12%	28%	60%	142
<b>Media Usage</b>	Boston Globe reader	25%	33%	41%	97
	Conservative radio listener	9%	55%	36%	440
	Fox News viewer	14%	49%	37%	581
	Local newspapers reader	24%	45%	31%	307
	NHPR listener	20%	36%	44%	884
	Union Leader reader	28%	37%	35%	209
	WMUR viewer	19%	42%	39%	1,178
<b>2020 Presidential Vote</b>	Voted for Biden	29%	26%	45%	843
	Voted for Trump	8%	61%	31%	738
	Voted for other 2020 candidate	15%	50%	35%	27
	Did not vote in 2020	37%	27%	36%	36